

1 **Abstract:** This invention details a method, and a device incorporating the same, for
2 managing dynamic processes, specifically including businesses. The Zero Management
3 Method integrates operations, goal measurement, performance, and feedback (on both the
4 results and processes) by specifically declaring what is to be sought, rather than merely
5 what is to be done. It obviates problems created by past methods which focused on
6 projections, incorporated unstated assumptions, and prevented adaptation of means to
7 goals and constraints experienced when an operational model diverged from the real
8 world.